

EVER-AD RADIO

ABSTRACT

A radio includes storage and playback circuitry that
5 interrupts and replaces a regular-programmed commercial with
a sponsor's own advertisement or message. The sponsor
company has the choice of using a series of different
advertisements in place of a single advertisement that is
repeated over and over, how long to play the advertisement,
10 and which time periods of the day the advertisement will be
played. The radio may or may not be equipped with an RDS
separator.

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